

U.S. NAVY COMMUNICATION STRATEGY



WHY A NAVY

The United States is a maritime nation. America straddles two great oceans, the Pacific and the Atlantic. To the north, the Arctic has now become another ocean of global importance.

The nation's security and prosperity depend on free and open international waters, where 90% of international trade moves by sea and 95% of international data moves along undersea cables.

Since the end of World War II, unfettered access to the world's oceans has fostered an extraordinary era of stability and peace for the nations. The United States and fair-minded countries have long understood the importance of a rules-based international system that relies on shared commitment to protecting this global approach.

This system is now at risk.

The security environment is rapidly evolving. Rivals are actively challenging rules and routes that benefit every nation. China continues to grow its navy at an ambitious rate and is increasingly intent on remaking the international order in its favor. Other rivals, like Russia, Iran, North Korea, and transnational terrorist and criminal organizations, continue to subvert a free and open system. The earth's changing climate also has the potential to impact the global security environment.

Seapower and America's Navy are more important now than ever before. Actions in this decade will shape the balance of power globally for the rest of this century. In the face of these changes, leaders and Sailors must compellingly and persistently communicate timely, accurate — and when possible, visual — information. The U.S. Navy must clearly convey the purpose of our operations and counter propaganda from adversaries. Publicly reassuring allies and partners while visibly deterring adversaries underpins American commitment and strengthens relations.

The U.S. Navy creates value in ways no other American institution can replicate. **Leaders must take every opportunity to showcase readiness, capabilities, capacity, and our Sailors.**



12/9/20 at 8:16 AM EST: "The Chinese military held live-fire combat drills in the South China Sea as U.S. Navy warships entered the disputed waters on Sunday, according to China's state-owned media. The Chinese Navy's Type 056A corvettes Enshi, Yongzhou and Guangyuan conducted 'unscripted' combat training during a long-range, high-intensity exercise, People's Liberation Army news site js7tv reported Monday."



A person wearing a tan helmet and red gear is swimming in dark blue water. They are giving a thumbs up with their right hand. A rope is attached to their gear.

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We underwrite the use of global waterways to achieve national security objectives through diplomacy, law enforcement, economic statecraft, and, when required, force. We embody America's resolve, its might, and its commitment to uphold the values of a free and open order.

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— 2020 Tri-Service Maritime Strategy

An aerial photograph of the ocean with white-capped waves breaking, creating a textured, swirling pattern of white foam against the dark blue water.

THE CHALLENGE

Since World War II, the United States Navy has kept America safe. With allies and partners, the Navy has provided stability, preserved peace, and ushered in prosperity for billions of people across the world. But now our collective security – and way of life – is under threat. China and Russia are actively undermining the free and open conditions at sea that have benefited so many for generations.

American security rests upon our ability to control the seas and project power ashore, especially in the face of these two increasingly menacing rivals. Americans have relied on their Navy for 245 years, and with good reason. But as our nation approaches 50 years of an all-volunteer force, fewer and fewer citizens have served or appreciate first-hand why a capable Navy is so uniquely important.

According to Gallup National Survey findings, most young women claimed little to no perceived knowledge about the Navy and increasing numbers of young, educated Americans believe the size of the Navy should be decreased. **Engaging them is key in bridging these gaps.**

THE PURPOSE

We must improve understanding of the U.S. Navy to maintain our advantage at sea, or we could leave America vulnerable. We must actively work to build connections with those who otherwise would not witness how a ready, forward-deployed Navy serves them. In reaching an increasingly distracted audience, we must work relentlessly and opportunistically – together and individually – to reveal the Navy's value and relevance.

All of us – uniformed Sailors and civilians, active and reserve, officer and enlisted – shape the Navy story with our words and with our actions. Knowingly or not, we each represent the Navy to our communities, to our neighbors, to our fellow Americans and to the world. We are all Navy communicators.

Together, we will harness the support necessary for the U.S. Navy to keep America safe in the face of these growing threats and **create understanding that supports a ready, forward-deployed Navy which can deter aggression, defend America and her allies, and protect freedom of the seas.**

THE ENDURING NAVY STORY

The U.S. Navy protects America.

The U.S. Navy protects America's prosperity. More than 90% of international trade moves on the ocean, and 95% of international data moves on undersea cables. Seapower defends American prosperity.

The U.S. Navy protects America's security. The U.S. joint force and allied partners rely on the Navy's warfighting capabilities and access to secure sea lanes. Seapower protects the homeland and enables America's armed forces around the world.

The U.S. Navy protects America's connections. America does not compete, deter, or fight alone. Her network of allies and partners is a strategic advantage that cannot be matched. Seapower enables America's relationships at home and abroad.

The U.S. Navy protects America's values. Free and open access to the world's oceans advances the promise of a free and open, rules-based order. Seapower ensures the protection of these freedoms from those who would use intimidation or coercion to undermine international law.

The U.S. Navy protects America's future. A flexible, capable, mobile force influences events abroad, contributes to regional stability, and preserves future peace. Seapower prevents future conflict.

America relies on our capable naval forces working together to maintain our advantage at sea.

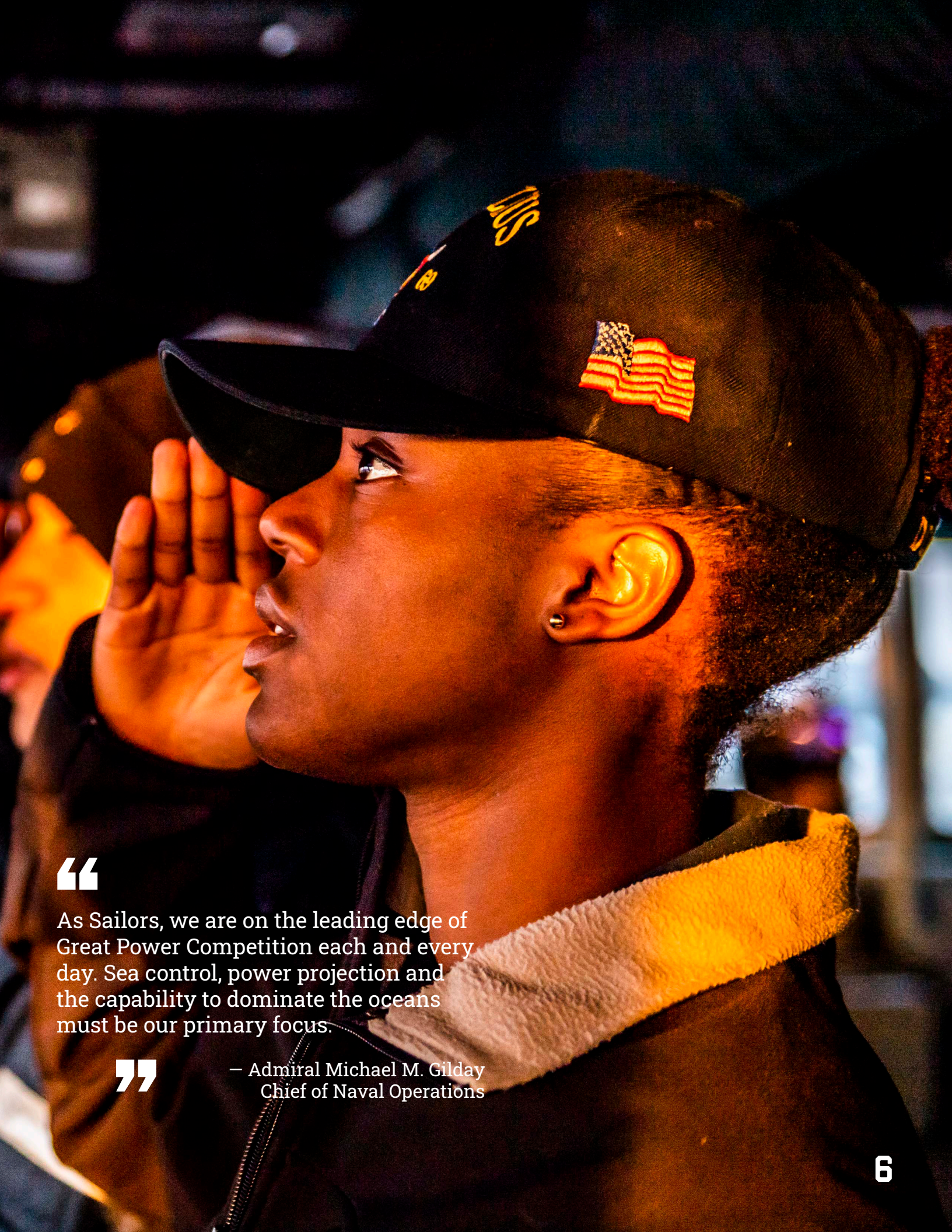
Naval power is always forward. U.S. Navy ships, submarines and aircraft operate around the world, all the time. They provide a flexible, capable mobile force that shapes events abroad, contributes to regional stability and expands our military advantage at sea.

Naval power is ready to respond. As the global security situation grows more uncertain, being present means more assertively contesting challenges that infringe on free and open use of the seas. From humanitarian assistance and disaster response to combat operations at sea and ashore, America's integrated naval power provides immediate options to respond to all manner of crises.

Naval power is in demand. China and Russia intimidate and coerce other nations. They ignore international law from the Indo-Pacific to the Mediterranean to the Arctic. They are expanding their use of their navies and military forces to weaken international rules. Integrated American naval power is uniquely positioned and capable to stand up to bullies.

Naval power relies on a seasoned team of naval warriors. American Sailors – active and reserve, and the civilians who enable them – are the true source of the United States Navy's strength. We actively pursue diverse, combat-minded Sailors with varied sets of knowledge, skills and experiences to operate, sustain and maintain an edge over those who challenge us.

Naval power leads the way. Innovating and investing in a connected, hybrid fleet of manned and unmanned ships, submarines, aircraft and systems will support our work with partners and better position our Navy to compete and win in the 21st Century.



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As Sailors, we are on the leading edge of Great Power Competition each and every day. Sea control, power projection and the capability to dominate the oceans must be our primary focus.

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— Admiral Michael M. Gilday
Chief of Naval Operations



WHAT NEXT?

Navy leaders at every level, from the deck-plates to headquarters, should seek to communicate the purpose of their team and of how the Navy protects America at sea. We need your help to connect the American public with their Navy. While always respecting operational and information security, each of us can improve Americans' understanding of why the nation needs the Navy. Here's how:

Give the Fleet a voice. And a face.

Technology has flattened the communication environment and removed barriers to connect our Sailors and Navy civilians with the communities they serve. While we need to be aware of the risks and stay conscious of operational security, information security, and personal privacy, we should embrace opportunities and empower our Sailors to join the conversation about the Navy's value.

Seek out opportunities to engage the press in various markets and venues in order to connect with both established and new audiences. Navy public affairs and communication professionals can help identify the right opportunities and assist in arranging media engagements.

Empower your Sailors to reach new shores. According to Gallup studies, responders across age groups read, saw, or heard information about the Navy on social media more than any other information source. There are many and ever-developing social media platforms. Navy leaders should try to be familiar with the different and evolving social media platforms, understand the risks and opportunities they present, and empower their people to participate in conversations there in productive ways. Many of our Sailors have relationships with key audiences, and their authentic testimony builds understanding of how we protect America at sea. Help them tell it.

The Navy story shared: compelling and consequential.

Capture and share content that underscores the Navy's unique value to audiences at home and abroad. Videos and still photos, blogs and podcasts, speeches and sea stories — there is an ocean of information content created every day about what our Navy and our Sailors accomplish. More can be done... better. Navy leaders should seek and anticipate opportunities to highlight our operations by capturing and sharing Navy content. Through images and through words, we can give our Navy a voice that shows and tells how we protect America at sea.

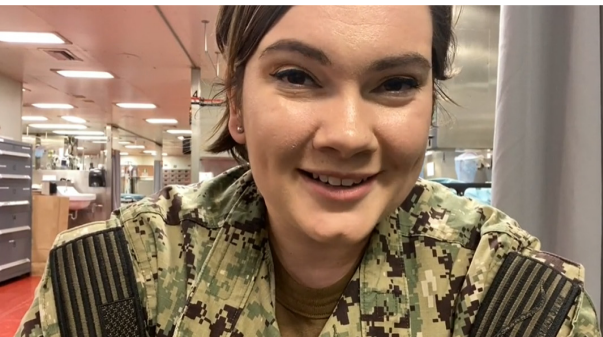


AP
US Navy welcomes 1st Black female Tactical Aircraft pilot

July 11, 2020

U.S. Navy @USNavy · Apr 9, 2020
The true definition of service.

VIDEO DIARY: Hospital Corpsman 3rd Class Alexandria Agudelo checks in from aboard the #USNavy hospital ship #USNSComfort while deployed to New York City in support of our nation's #COVID19 response.
[#InThisTogether](#)

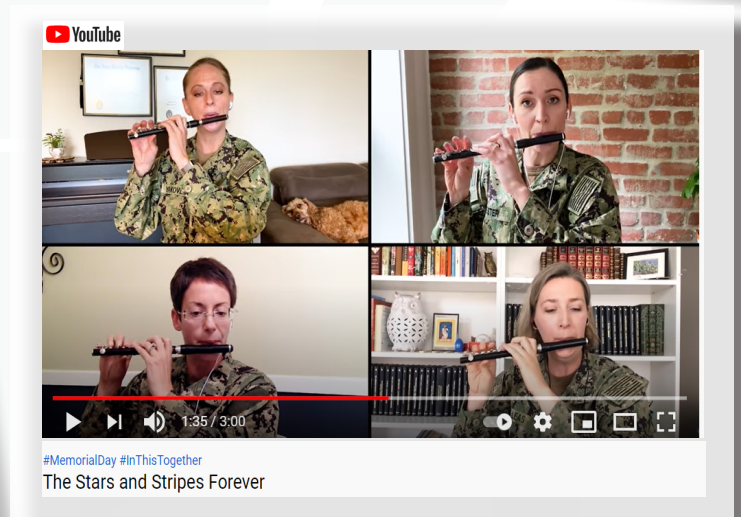


Bring the Fleet to the people.

If we want to connect Americans with their Navy, we need to go to them both online and in person, as health and safety conditions allow. We often say that Sailors are ambassadors for our Navy and our country during overseas port visits. Our Sailors and our Navy civilians can be ambassadors to those at home who are not familiar with our Navy.

Leadership engagement. Through outreach by Navy executives, we can help tell our story to audiences of all sizes, in all areas of the country and overseas. There are many opportunities for Navy leaders to connect with community leaders and build relationships that foster mutual understanding. Whether as part of an organized community outreach program or as individual virtual events, Navy leaders can build connections in a wide variety of ways.

Fleet engagement. Fleet Weeks, Navy Weeks, namesake city visits, community relations programs or simply Sailors interacting with members of different communities all allow our Sailors and Navy civilians to connect with the public. As they establish and strengthen relationships, our personnel should share information about what they do and how the Navy protects America.



Bring the people to the Fleet.

No one is a better spokesperson for the Navy than a Sailor or Navy civilian doing their job on the waterfront or at sea. We can't bring every American to see their Navy in action, but, as health and safety conditions allow, we can bring those who will share the experience to a wider audience.

Traditional media. One of the most effective ways to show the value of the Navy is to embark traditional media aboard our ships, aircraft and submarines. While enacting COVID precautions, allowing the media to see our Sailors in action validates the Navy's message and maintains credibility. Just like the U.S. Navy, the independent press is a unique strength of our nation. When we provide access to external media, we connect Americans with their Navy, we reassure our allies and partners, and we send a message to rivals and potential adversaries.

Social media. Influencers reach millions via social media platforms. Many influencers — and their followers — are not at all familiar with what life is like for a Sailor or how the Navy protects America at sea. Help them learn more about our Navy by enabling them to experience it firsthand, and then to share that experience with those who follow them. Seek out influencers who reach an audience that does not already follow the Navy. Expanding our relationships will expand our networks and broaden public understanding of the Navy's role.

Community leaders. Government officials, educators, business leaders — anyone in a community who has a voice with a wider audience — can help us reach those not already connected with the Navy. Whether in a Fleet concentration area or far from any Navy activity, community leaders learn about what we do when they see what we do, and when they can talk to the Sailors and Navy civilians who are doing it.

Navy public affairs and communication professionals can help position Navy leaders at all levels to succeed in each of these areas. Whether giving our Fleet a voice, bringing the Fleet to the people, or bringing the people to the Fleet, there are programs, best practices, coordination, and simple advice that our Navy public communication team can offer in support. From the local level to Navy-wide, leaders should actively engage with their public affairs team to find ways to communicate and help achieve the Commander's objectives, while also showing why the Navy is important to national security.

HELPFUL LINKS:



navy.mil/Resources/Navy-Directory/



outreach.navy.mil



navy.mil/Resources/Strategic-Library/



CNO NAVPLAN



pinterest.com/usnavy/



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